

Message Text

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PAGE 01 DOHA 01164 131031Z
ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 /019 W
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R 130914Z AUG 78
FM AMEMBASY DOHA
TO SECSTATE WASHDC 3912
INFO AMEMBASSY ABU DHABI
AMEMBASSY JIDDA
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AMEMBASSY MANAMA
AMEMBASSY MUSCAT

UNCLAS DOHA 1164

E.O. 11652: N/A
TAGS: BEXP, QA
SUBJECT: EXPORT MARKET DEVELOPMENT FOR AMERICAN RESIDENTIAL
FURNITURE INDUSTRY

REF: STATE 201414

1. TOTAL IMPORTS OF FURNITURE (RESIDENTIAL AND OFFICE) TO QATAR
IS APPROXIMATELY \$15 MILLION ANNUALLY. MAJOR SUPPLIERS ARE U.K.
CHINA, JAPAN AND WEST GERMANY. U.K. SUPPLIES APPROXIMATELY 25
PERCENT OF MARKET.

\$? QUICK SURVEY OF IMPORTERS PRODUCED ALMOST UNIVERSAL COMPLAINTS
THAT: A) U.S. MANUFACTURERS AND SUPPLIERS REFUSE TO SUPPORT
ADVERTISING EFFORTS WHICH IMPORTERS CONSIDER NECESSARY TO
CHANGE TASTE OF LOCAL BUYERS, C) U.S. MANUFACTURERS AND SUPPLIERS
TRY TO PUSH LOW END LINE (ONE IMPORTER CALLED IT "THE UNDER-
DEVELOPED LINE") WHEN LOCAL IMPORTERS ARE SELLING ON LUXURY
MARKET, D) U.S. MANUFACTURERS PRODUCE FURNITURE WHICH IS NOT
STURDY ENOUGH FOR LOCAL MARKET.

3. IN MARKET IN WHICH OTHER COUNTRIES' MANUFACTURERS ARE
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PAGE 02 DOHA 01164 131031Z

WILLING TO SELL LINES DEVELOPED SPECIALLY TO LOCAL TASTE, U.S.
MANUFACTURERS AND DISTRIBUTORS HAVE ONLY TWO APPARENT CHOICES:*,
385HER COMPETE OR CHANGE LACAL TASTES TO MATCH WHAT U.S.
FIRMS PRODUCE BY ADVERTISING.

4. SIZE OF MARKET MAKES ANY PROMOTIONAL TECHNIQUE DESIGNED
SPECIFICALLY FOR QATAR IMPRACTICAL. SUGGEST THAT INDUSTRY

MIGHT DEVELOP TELEVISION AD CAMPAIGN (IN ARABIC) COUPLED WITH
EFFORTS BY INDIVIDUAL COMPANIES TO CONVINCE THEIR LOCAL AGENTS
THAT U.S. FIRMS CAN PRODUCE WHAT THE MARKET DEMANDS.
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Disposition Date: 01 jan 1960
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